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To: U.S. Patent and Trademark Office – From: Christian R. Andersen
MAIL STOP: Amendment Specialist – Intellectual Property
Examiner: D. CHAMPAGNE
Group Art Unit: 3622
Confirmation No.: 9068

Fax:	571-273-8300	Pages with Cover:	13
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FORMAL SUBMISSION OF:

1) Transmittal Letter; and	2) Amendment in Response to Office Action.
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Title: TARGETED BANNER ADVERTISEMENTS
 Serial No. 09/982,764
 Filing Date: March 31, 1999
 First Named Inventor: Jay PONTE
 Atty. No. 99-808 RCE 3

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the above-referenced documents are facsimile transmitted to the Patent and Trademark Office on the date shown below:

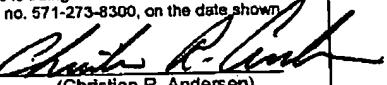
Christian R. Andersen

Date of Transmission: August 29, 2005

AMENDMENT TRANSMITTAL LETTER			Docket No. 99-808 RCE3	
Application No. 09/282,764	Filing Date March 31, 1999	Examiner D. Champagne	Art Unit 3622	
Applicant(s): Jay Ponte				
Invention: TARGETED BANNER ADVERTISEMENTS				
TO THE COMMISSIONER FOR PATENTS				
Transmitted herewith is an amendment in the above-identified application.				
The fee has been calculated and is transmitted as shown below.				
CLAIMS AS AMENDED				
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate
Total Claims	- 20 =		x	
Independent Claims	- 3 =		x	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>				
Other fee (please specify):				
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:				0.00
<input checked="" type="checkbox"/> Large Entity <input type="checkbox"/> Small Entity <input checked="" type="checkbox"/> No additional fee is required for this amendment. <input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____. A duplicate copy of this sheet is enclosed. <input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed. <input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached. <input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>07-2347</u> as described below. A duplicate copy of this sheet is enclosed. <input checked="" type="checkbox"/> Credit any overpayment. <input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.				
Dated: <u>August 29, 2005</u>				
<u>Joseph R. Palmieri</u> Attorney Reg. No.: 40,760 VERIZON CORPORATE SERVICES GROUP, INC. 600 Hidden Ridge Irving, TX 75038 (972) 718-4800				
Amendment Transmittal I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office, facsimile no. 571-273-8300, on the date shown below. Dated: August 29, 2005 Signature: <u>Christian R. Andersen</u> (Christian R. Andersen)				

I hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office, facsimile no. 571-273-8300, on the date shown below.

Dated August 29, 2005 Signature


(Christian R. Andersen)

Docket No.: 99-808 RCE3
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jay Ponte

Application No.: 09/282,764

Art Unit: 3622

Filed: March 31, 1999

Examiner: D. Champagne

For: TARGETED BANNER ADVERTISEMENTS

AMENDMENT IN RESPONSE TO OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated June 27, 2005, Applicant respectfully requests reconsideration in view of the following remarks.

The pending Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.